RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 29, 1997

RJR Account #278580
Mr. D. Brown
HERKIMER WHOLESALE

DORAL BUY ONE CARTON GET 5 PACKS FREE / PROMOTION #701646

Dear Dan:

DORAL ***pre-sleeved gratis*** product (6M), along with *Doral* Live product, has been ordered (see quantities listed below) to ship this promotion to participating retail accounts on the attached Customer List. *R. J. Reynolds'* sales personnel will assemble offers at store level.

DORAL*GRATIS* BRAND STYLE	GRATIS UPC Code	#/ (6M) Gratis Cases	DORAL LIVE BRAND STYLE	LIVE UPC Code	#/ (12M) Live Cases
Light 100	12300-21775	2	***Light 100***	12300-15212	2
FF 100	12300-21776	1	***FF 100***	12300-15312	1
Men Lt 100	12300-21858	1	***Men Lt 100***	12300-15812	1
Ult Lt 100	12300-21860	1	***Ult Lt 100***	12300-16712	1

Product PO # 8269523

Product / Premium Arrival: **August 19, 1997**

Ship Date to Retail: **Week of: August 25, 1997**

EFT $ Amount: **$N/A**

Non-EFT $ Amount: **$2,782.99**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $9.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$45.00 (5 (12M) case(s) @ $9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

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Source: https://www.industrydocuments.ucsf.edu/docs/qfgn0000

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: RJR: S. Schwalm /
Herkimer M. Defabio
B. Shepard
Enclosure: Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/qfgn0000

PROMOTION #701646: DORAL BUY 1 CARTON GET 5 PACKS FREE

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PRODUCT ARRIVAL DATE: 8/19/97

SHIP NUMBER OF CARTONS AS INDICATED [LIVE (12M) PRODUCT AND GRATIS (6M) PRODUCT] TO STORES LISTED.

**** R.J. REYNOLDS SALES PERSONNEL WILL ASSEMBLE AT STORE LEVEL.**

						#/LIVE CARTONS				#/GRATIS CARTONS					
SR TERR	SS #	FULL NAME	ADDRESS	CITY	STATE	12M 00	12M 00	12M 00	12M 00	6M 00	6M 00	6M 00	6M 00	# CARTONS DELIVERED RETAIL ACCOUNT	DIRECT ACCOUNT #
162206	243850	GIL MERRILL ENT, INC	55 CENTRAL PLAZA	ILION	NY	120	60	60	60	60	30	30	30	300	HERKIMER HERKIMER
				TOTAL CARTONS		120	60	60	60	60	30	30	30		Count
				TOTAL CASES		2	1	1	1	2	1	1	1		

Source: https://www.industrydocuments.ucsf.edu/docs/qfgn0000